

percent of the companies we contacted mentioned that they currently use Canadian machinery or that they have Canadian equipment on order. Most companies who have purchased Canadian machinery are happy with it's performance. As we have seen in an earlier section, most companies interviewed are quite receptive to Canadian machinery. It is apparent, therefore, that Canadian companies could increase their sales in California.

We interviewed most machinery distributors and manufacturers' representatives currently operating in the market areas and included a sampling of the Pacific Northwest. Forty-eight percent of the distributors we interviewed were aware of Canadian packaging machinery; most distributors knew one or two Canadian companies by name, and forty-three percent of these distributors have either worked with, attempted to work with, or are working with Canadian manufacturers. We feel there is clear evidence that Canadian manufacturers can sell more machine types on the West Coast than they currently sell, provided they are prepared to increase the level of their marketing efforts. Most distributors who have worked with Canadian companies have developed a high degree of respect and confidence for Canadian companies and their products generally.